



Total Talk



July / August 2017

House Photography Tips - A Picture Paints a Thousand Words

At Total Realty we pride ourselves on the fact that we professionally photograph every property we market. It doesn't matter if you own a small unit or a large family home; we believe all properties benefit from the right photography and presentation. Professional photography is included in all of our marketing packages and we offer it at a very affordable price.

Often our clients will ask us how to best present their property for photography. Recently we listed Top Tips for presenting your home for Viewings and Open Homes. The photography of your property is just as important and the tips below (supplied by an award-winning photographer) are worth giving time to so that we can create stunning imagery. As most people look online before making an enquiry - first impressions count!

Outside

- Close garage doors & remove cars from driveway and front of home
- Clean up landscaping (mow lawn, trim shrubs, clear leaves) & remove empty planters
- Use broom to remove cobwebs from eaves and door frames
- Remove visible water hoses & toys, sports balls, basketball hoops, etc
- Bring all bins inside or out of sight
- Clean the porch and tidy up outdoor table settings
- Pillows/cushions should be fresh, not faded

Inside

- Pack away all personal photographs and personal affects
- Houses look better with less furniture but leave just enough furniture in each room to showcase its purpose
- Take all magnets/artwork off the fridge, polish mirrors
- Make sure all wall and ceiling lights are working and consider leaving them on for the photography
- Change worn out bedlinen making sure that it is not creased. Choose colours that compliment the room
- Hang fresh, matching towels in bathrooms
- Clear countertops completely. No knife blocks, baking supplies, mail, etc.
- Remove dishes from sink, place in dishwasher
- Leave one appliance max on your kitchen bench

For the full list of tips for each room of the house, please email us at enquiries@totalrealty.co.nz. We are here to help!

Median House Price to Median Income Ratio

The house price to median income ratio is an internationally recognised measure of housing affordability. It is simply the ratio of the median house price divided by the median household income for a particular region. The median household income is based on the median income of a male plus half that of a female, and includes any working for families entitlements. Nationally the ratio reached an all time high of 6.21 meaning that it now takes over 6 median annual incomes to pay for a median house. In the Auckland region the situation is even worse with a ratio of 9.6, and Auckland North Shore has a ratio of over 10.55. The most affordable area is Invercargill with a ratio of just 3.07.

The rise in the house price to income ratio is not simply due to incomes not keeping up with house price inflation. We are now building housing larger than ever, with more features and more expensive finishing, so this ratio is not necessarily an accurate reflection historically. Today the average new build house size is around 182m², compared to 105m² in 1975, and has many more features such as double glazing, insulation, heatpumps, engineered foundations, ensuites and additionally the compliance costs have escalated.

The higher house price ratios have been sustainable recently mainly due to the historically low interest rates, and inevitably when these rates move up it is likely house price inflation will slow down giving incomes a chance to catch up.



1% Myths Exposed

Definition of 'Myth': "an invented story, idea, or concept"

Myth 5: "You won't save that much money...you have to pay marketing as well..."

THE TRUTH:

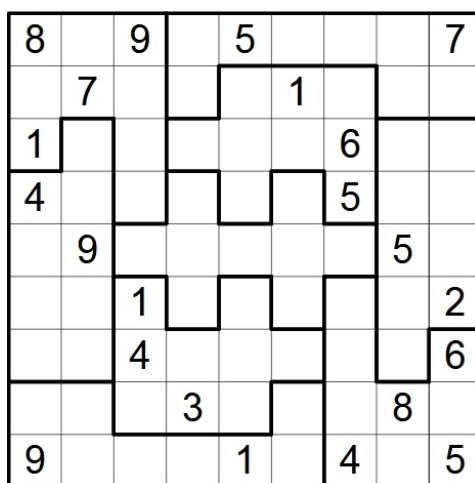
Yes, Total Realty charges a small amount of marketing but so do 3.95% companies. Total Realty only uses your marketing money in the most effective and proven areas, and doesn't promote marketing avenues that benefit the agents profile over the home. On average home owners save at least ten thousand dollars when they choose to sell through Total Realty.

Brain Workout - Sudoku

Can you work out this "Jigsaw Sudoku"?

Fill in the numbers from 1 to 9 without repeating any in a row or column, or outlined jigsaw piece!

Good Luck.



Laughter is the best medicine



"Thinking of selling? Call us today!"

Rachael Cone, AREINZ
Business Owner / Principal
ph: 027 6600 604



Stats - FROM THE - Street

Median Sale Prices

Jun 2017 (vs Jun 2016)

National (+5.8%)	\$529,000
Auckland (+17.9%)	\$1,002,500
Wellington (+8.3%)	\$650,000
Christchurch (+2.3%)	\$450,000
Timaru (-0.5%)	\$305,000
Nelson (+8.9%)	\$490,000
Dunedin (+12.5%)	\$360,000

What people are saying about us

"There is a misconception in the marketplace that 1% agencies list your property for a lesser value to ensure a quick sale. We found this to be far from the truth. Total Realty's appraisal was similar to other appraisals we had received and they worked far harder than any other agent we have dealt with in our years of property ownership. Keep employing agents like these - assets to the company."

M & C Poulter

"We chose Total Realty because my wife had grown up with the owner and trusted her and her ability to run a business with integrity. We were really impressed with the low pressure advice and the wisdom that was offered. Also when we did the maths we couldn't see any difference in the package and expertise offered compared to other Real estate agencies, yet the fee was very different. In the end we only needed one open home, as we had five offers after this. When you have small children having just one open home is a really positive experience :) At the closure of the process we were given a lovely book with our homes photos in it - we were really blessed by this, a lovely personal touch. We would definitely choose Total Realty again in the future."

A Barlow